

Corvinus Alumni Framework



ALUMNI FRAMEWORK

Corvinus University of Budapest

Effective Date: November 2025

Issuing authority: Communications Department - Alumni Relations

This document identifies that Corvinus University of Budapest's relationship with its alumni is to be governed by a formal framework, established by the Corvinus University of Budapest Alumni Framework, which also outlines engagement and connection-keeping tactics with graduated students. It provides a shared definition of alumni for the University.

This document identifies the function of Alumni Relations as responsible for 1) the coordination of alumni communications and engagement activities on behalf of the University, and 2) the management and maintenance of alumni information.

Purpose of the Framework

The purpose of this framework is to define the principles and framework through which Corvinus University of Budapest engages with its alumni community. The university recognizes that alumni are its greatest legacy and ambassadors, and as such the University is committed to supporting their continued growth, celebrating their achievements, and strengthening their connection to the University – as volunteers, returning students, employees, advocates, donors and mentors. Through principled management of alumni information, the university is committed to building relationships with alumni that are mutually beneficial, supporting continued professional and personal development, institutional growth, and broader societal impact.

Key objectives:

1. Fostering lifelong engagement between the University and its alumni
2. Encouraging alumni participation in mentoring, volunteering, and advocacy role
3. Creating a pathway for future collaboration, including philanthropy and partnership opportunities
4. Offering access to relevant benefits, opportunities and information
5. Tracking alumni career development and achievements

Scope of the Framework

This framework applies to all individuals who have earned a degree from Corvinus University of Budapest or all its legal predecessors.

The framework **excludes: Participants of short executive courses, Exchange programme students, Students of preparatory or non-degree programmes*

Alumni Benefits and Services

The following services and opportunities are made available to eligible alumni:

1. **Events**: Invitations to alumni-specific gatherings, as well as open institutional events such as webinars and conferences
2. **Information**: Regular alumni newsletters and updates on university news and developments
3. **Discounts and resources**: Access to selected university resources and partner discounts, where applicable
4. **Career support**: Access to career services for up to two years after graduation

At present, there is no tiered structure; all alumni have equal access to the benefits and services outlined above.

Alumni Communication and Engagement

A. Communication

Alumni communications are primarily directed to individuals who have joined the **Alumni Club** via the [official sign-up form](#). By registering, individuals give consent in line with GDPR requirements to receive communication from the University.

Communication Channels are currently delivered through: Email (including a regular monthly alumni newsletter), alumni-specific [website](#) and social media channel official [Facebook](#) and [LinkedIn](#) alumni pages.

Alumni may request no contact / contact to be removed from Alumni Club records. This should be respected.

B. Engagement

Alumni are encouraged to actively participate in the life of the University by:

- Acting as mentors to current students or recent graduates
- Attending and contributing to institutional events
- Serving as guest speakers, event hosts, or professional ambassadors
- Engaging through social media and digital platforms
- Taking part in surveys, focus groups and consultations
- Participating in fundraising campaigns and philanthropic efforts

The University maintains a formal **Alumni Ambassador Programme**, which involves volunteered alumni supporting student recruitment.

Data Handling

Alumni data, including contact information, academic history are collected by the Alumni Relations through the Alumni Club subscription and accurately maintained and stored on a safe institutional internal server.

The University is committed to implementing a dedicated CRM system to support efficient and secure data storage, communication, and tracking of full alumni journey.

All data collection and usage comply with relevant Hungarian and EU data protection regulations. Alumni information, databases and records are confidential. They may not be disclosed or shared with any individual, group, or entity, except for a legitimate Institutional related activity within Corvinus while protecting the privacy and use of this data.

Responsibilities and Management

The Alumni Relations function is housed within the university's central Communications Department and is responsible for:

1. Strategic planning and implementation of alumni engagement initiatives
2. Coordinating with academic departments and other internal stakeholders
3. Supporting alumni-led initiatives and collaborations
4. Providing logistical, communication and (where relevant) financial support for alumni-related activities

The function serves as the central point of contact for all alumni-related matters and acts as a facilitator between alumni and the wider university community.

Governance and Review

This framework is owned by the Communications Department - Alumni Relations function and approved by the University leadership. It is reviewed and updated on an as-needed basis in response to institutional developments, strategic changes, or external factors.

Tone and Style

All communication with alumni, including official policies and public-facing materials, should adhere to the University's internal branding and communications guidelines. The tone of this framework remains formal and institutional, reflecting the official nature of the document and the University's strategic approach to alumni engagement.